

# Global Industrial Paint Market: Strategic Assessments of Leading Suppliers

https://marketpublishers.com/r/G8A366CEF3AEN.html

Date: August 2011 Pages: 500 Price: US\$ 7,600.00 (Single User License) ID: G8A366CEF3AEN

# Abstracts

This report provides industrial paint industry executives with strategically significant competitor information, analysis and insight crucial to the development and implementation of effective business, marketing and R&D programs.

The companies analyzed in this report include AkzoNobel, BASF, DuPont, Henkel, Kansai, Nippon, PPG, RMP, Sherwin-Williams, Valspar.

#### **Report Objectives:**

To establish a comprehensive, factual, annually updated and cost-effective information base on performance, capabilities, goals and strategies of the world's leading industrial paint suppliers.

To help current suppliers realistically assess their financial, technological and marketing capabilities vis-a-vis the leading competitors.

To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.

To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

Contains 500 pages and 67 tables



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